



PHILIP MORRIS

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May 30, 1985

Ms. Margaret Roll
D.C. Heath & Company
125 Lexington Avenue
Lexington, Massachusetts 02173

Dear Ms. Roll:

Thank you for forwarding a copy of the text reference to Marlboro for Marketing and Advertising books by Michael Rothschild.

We regret that we are unable to grant our permission to include Marlboro advertisements in these texts.

Sincerely,

Irene Y. Bick
Brand Assistant
Marlboro

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PLAYERS PARLIAMENT LIGHTS SARATOGA CAMBRIDGE ALPINE MULTIFILTER

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